Message from the Chair
Alex Feng, Chair, PHTD 2011-2012

Excellence. Greatness. The Pharmaceutical and Health Technology Division of SLA.

Do those go together? I absolutely believe that they do!

When I think of excellence and greatness, I think of people who have made the most of their lives, succeeding in spite of obstacles. People like Helen Keller, who was deaf and blind at 19 months but graduated magna cum laude from Radcliffe College. And Abraham Lincoln, whose family lost everything when he was 7 and lost his mother when he was 9 – yet become one of our great leaders.

And I think of all of us – members of the Pharmaceutical and Health Technology Division.

Having had the privilege to be a part of the PHT Division’s Executive Board for the past two and a half years and serving now as Chair, I never cease to be amazed as I talk with each of you – learning more about your personal journeys and your joys and struggles. And with each conversation, I get more excited about the potential for greatness that exists in our community. For we each have so many different strengths, and working together, we can accomplish some pretty fantastic things, even in our current times.

Yes, these times are trying. We are expected to do more work even as we have less people and less budget. And some of us are between jobs, laid off and/or unable to find the next opportunity. (I’ve been there too.)

But as the Roman philosopher Seneca said, “It is a rough road that leads to the heights of greatness.” It is in these times that we will find tremendous growth. As we lean on each other, we will improve our skills, we will find new opportunities, we will prove our value, and we will advance our profession.

These are the responsibilities that you’ve entrusted to us as your executive board and the goals that we are working towards as one. By working together, we can do so much more—and in my mind, do great things.

Looking back at 2010-2011, we have done some pretty impressive things—to name a few, there’s the Spring Meeting in Orlando (complete with podcasts and live web streaming), our first webinar with over 100 people attending, and the formation of the Devices and Diagnostics Section!

2011-2012 has just begun, and we’ve already gotten a great start. We’re already on-boarding our newest executive board members, Mary Chitty (Chair-Elect, 2012) and Rick Raske (Treasurer, 2012-2013). And did you see the article published in Bio-IT World Magazine in the September-October, 2011 issue? And there’s also the webinars that are in-process as well as the hard work and planning for the 2012 Spring Meeting (Baltimore, MD, March 18-20) and the 2012 Annual Meeting (Chicago, IL, July 15-18).

None of this happens without people pitching in. And we’ve got so much more on our “to do” list that we have planned. But we need your help! Send me an e-mail (ahf25du@gmail.com) and we’ll have you involved—from the easy to the complex.

Let’s do great things together in the coming year, shall we?

Alexander Feng is the Director of Strategic Research at the dd+p group, a medical device, diagnostics, and pharmaceutical consultancy. He lives in Cincinnati, Ohio with his fantastic wife Laura and their three little ones: Hannah, Timothy, and Phoebe.
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Report from the Chair Elect

The SLA Annual meeting in San Diego in June 2013 seems far off right now, but discussions are already ongoing about program planning. I was delighted to be invited to a planning meeting in Philadelphia in June and get a chance to meet people and catch up on the processes. Brianna Sullivan of Infotrieve has graciously volunteered to serve as meeting planner. We will be going to Atlanta in January 2012 for the SLA Leadership Summit.

One of the great opportunities—and challenges—of San Diego will be reaching out to all of the smaller biotech companies which don’t have information professionals. San Diego has a vibrant chapter, with a number of PHTD members and I look forward to hearing their ideas on how best to make a case for us—and provide practical advice on how to reach out to local companies.

New England librarians also were enthusiastic about reviving an informal brown bag lunch group, now called a Life Sciences Meetup. The first one was held on Thursday, October 13 at the Whitehead Institute in Cambridge. We’re interested in networking with people from business, finance, legal, medical, scientific, engineering and other areas. We deal with all of these disciplines and know that greater collaboration and judicious sharing are all keys to thriving—and surviving—the Meetup in today’s challenging times. We announced to the PHTD list-serv after realizing that not all New England members read the Boston listerv.

“Chair Elect” continued on page 5
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“Chair Elect” continued from page 3

Perhaps other local chapters will be inspired to organize Meetups. We’ll report on how this goes, and hope to plan to meet perhaps quarterly. SLA is a great umbrella organization. Limited time and budgets mean people are eager for chances to connect locally – and virtually.

There is no question that times are challenging, and that we are in the midst of major cultural changes. Years ago someone told me that counting on blockbusters was like putting winning the lottery in your business plan, and that hasn’t changed. I am still cautiously optimistic – drugs are cheaper than surgery, and personalized medicine offers (eventually) the hope of faster, cheaper, more definitive clinical trials, and there are still plenty of unmet medical needs. Whether there is any low hanging fruit left remains to be seen.

One of the most valuable aspects of SLA for me is the reminder that we are working on the bleeding edge of science—and business—where no one has it all figured out yet. We need to share best practices, lessons learned – and what nobody knows yet. We also need to figure out what we can stop doing. I’d like to recommend an article I’ve found helpful called “Why Doing Things Half Right Gives You the Best Results” http://blogs.hbr.org/cs/2009/02/for_fullscale_returns_do_thing.html

Mary Chitty, Chair-Elect,
Director & Taxonomist, Cambridge Healthtech, Needham MA
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Mary Chitty, Library Director & Taxonomist at Cambridge Healthtech in Needham MA is the author of Federal Information Sources in Health and Medicine (Greenwood Press, 1988) and a number of book reviews. She’s on the board of the newly formed Taxonomy division of SLA and was previously Head of Reference at the Library of the Massachusetts College of Pharmacy, Boston MA and supervised the Air Pollution Technical Information Center at the US EPA Library, Research Triangle Park, NC. She has an MLS from the University of North Carolina - Chapel Hill and a BA (Anthropology) from Yale.

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New and Emerging Technologies, the Corporate Specialist Library and Strategic Success

As specialist corporate libraries continue to establish themselves as value-adding entities in workflows at the core of the organization and seek to align their activities to deliver the targeted and expert support that the organization expects, it goes without saying that a user-driven strategy is the key to strategic success. This will help not just in meeting user needs but also in securing those high level budget lines that can be re-invested into new technologies and thus enable delivery of services in new and exciting ways which might otherwise seem unachievable, particularly if the library function is facing resourcing challenges. Breaking down silos of information, aggregating a confusing and often fragmented user landscape of tools and content, delivering targeted information which is useful when the user needs it, adhering to terms of copyright and publisher agreements, and building on organizational expertise are just some of the expectations which, from my experience are key to functional success.

The INFO-EXPO at the SLA Annual Conference in Philadelphia this year was a great example of the many new and exciting technologies that are available to the specialist corporate library. I look forward with eagerness to this opportunity every year to wander the show floor and meet with vendors all keen to share what is new within their product ranges. It always strikes me however that many of the solutions offered are “out of the box.” Whilst being very good, they often miss the mark on functionalities that would make the most practical sense for corporate library users and that will ensure the strategic success that the specialist corporate library is seeking to achieve.

Meeting the needs of library users and corporate executives and driving change from the bottom up rather than the top down has been key to the strategic success of the UCB corporate library and in working with vendors on the deployment of new technologies across the organization. The solutions that have had the biggest impact on service delivery from the UCB information team have been from those vendors that have shown vision and have really understood what the user wants, executing both flexibility and creativity in the development of their enterprise-wide solutions.

Infotrieve, whose Mobile Library™ solution won the Best Science, Technical and Medical Information Resource in the Software and Information Industry Association’s (SIIA) 2011 CODiE Awards, is just one example of a vendor that is currently leading by innovation. It has hit the mark with one of it’s many value-adding solutions for corporate libraries, seamlessly integrating into organizational workflows. This ensures complete copyright compliance across the organization. An extension to Infotrieve’s digital rights and content management solution – ContentSCM™ which won a CODiE in 2009, Mobile Library™ takes the world of Web 2.0 technologies to a completely new level by providing synched access via desktop, laptop and iPad. Having successfully deployed this solution across UCB this year it is very clear that Infotrieve, unlike many

“Emerging Technologies” continued on page 8
vendors, put a significant amount of time and value into listening to their customer needs and analyzing the competitive market. As a result, they were able to differentiate their offerings from becoming just ‘average’ to ‘exceptional’ solutions. Whilst many vendors acknowledge that they need to have web 2.0 functionalities in their products, and most corporate specialist libraries accept that they need to embrace this growing culture, many vendors seem to lack understanding in the true utility of their products. Infotrieve, however, with their Mobile Library™ solution, has evolved a suite of features that are slick and mirror functionalities which the next generation researcher has come to expect.

With any new technology that is evaluated by the library team in UCB there is always a very clear and well defined set of user requirements. These align with the user driven strategy that drives the information team and the services which it delivers. For any new technology, the team will prioritize according to what they perceive will have the biggest impact on the business. In the case of offering a portable library to the UCB user base, the main requirements at all levels of the organization were to have a solution that was compliant in the use of information, be able to deliver targeted, any time, any place access to scientific information which could be easily managed by the end-user, and build on expert knowledge within the business.

The use of Mobile Library™ has enabled the UCB library team to do just this. The net result is well-informed Scientists, Project Leaders, Physicians and Patients easily and compliantly connected with information, with the UCB library team firmly embedded as a value adding function central to the organization and at the cutting edge of information flows across the business. Through a web browser and a downloadable application that a library user can download securely onto his iPad device, Mobile Library™ enables:

- Web based searching and ordering which syncs automatically with the users desktop and allows users to easily search, order and track content orders right from their computer
- Customized RSS feeds to be aggregated ensuring real time alerting to breaking news
- Users to link to favorite journals and bookmark favorite websites
- Users to create customized folders and tag documents for easy management of scientific information
- Internal and external information to be combined
- The captures of knowledge and opinion through annotation and review of scientific information
- Complete copyright compliance
- Full transparency for the UCB library team on the use of the licensed content and copyright agreements to which UCB adheres

The message for the corporate library specialist is very clear that through the use of new technology there is huge opportunity to further the value of library services and for strategic success. For the vendor delivering solutions there is huge opportunity also, but getting it right is critical, particularly in a space that is swamped with products offering similar solutions. The market-place is full of good, semi-good and poor products. For those that fall in the latter category this should be a wake-up call for the vendors to ensure that they listen to an organization’s needs and that what is actually being delivered ticks the boxes.

Andrew Clark
UCB

Andrew Clark has more than 15 years experience in the information industry and is currently Head of Information Discovery at UCB, a global Biopharmaceutical company headquartered in Brussels, Belgium.

Passionate about information, Andrew is an active participant of both the Pharmaceutical and Healthcare Division of the SLA, as well as being a member of SLA Europe and the Pharma Documentation Ring.

With a passion for innovation and performance Andrew has transitioned the UCB Information team into a value adding asset that is central to the organization and that is helping to nurture a culture of scientific excellence. This in part is reflected in Andrew’s enthusiasm for embracing new and emerging technology and enabling targeted information to be consumed by those that need it whenever it is required. Andrew’s philosophy is simple – inspire, engage, have fun and make a difference.

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PHT Division Awards Update

The Pharmaceutical & Health Technology Division awarded three awards during the Annual Business Meeting in Philadelphia: The Horizon Award, the Distinguished Member Award, and the Division Travel Award.

The Horizon Award (also known as the New Member Award) honors a PHT Division member of five years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual’s work and participation in professional and Division activities. Particular attention is given to involvement and contributions to the PHT Division. The Horizon Award winner receives $500.

The 2011 Horizon Award was awarded to Sandra Baker, in recognition for “jumping in with both feet” and helping the Division in any way she can, most notably as fundraising chair for the 2010 Division Spring Meeting in Orlando, where she managed sponsor registration and organized and executed the vendor exhibits. Sandra was recognized for her organizational skills during the whole process of registration and onsite execution, while juggling a demanding work and travel schedule. Sandra has been a PHT Division member since 2008, and also served as the President of the NJ Chapter in 2009 and 2010. Sandra works in Data Products for UBM Canon.

The Distinguished Member Award honors a PHT Division member for notable and enduring contributions and service to the Division and the profession. The award represents a cumulative evaluation of an individual’s career and emphasizes sustained division leadership and activity of an exemplary nature. The Distinguished Member receives $750.

The 2011 Distinguished Member Award was awarded to Janet Cooper Weiss. Janet has been active with SLA and in the PHT Division since 1975. Janet has held various leadership positions within SLA, including PHTD employment chair in 2001 and 2002 and business manager/CapLits ad coordinator in 2011. In addition, Janet served in the New Jersey and Princeton-Trenton Chapter and has held various positions including: treasurer, president-elect, president, fundraising chair, professional development chair, consultation officer and awards chair. Janet has also been very active in the Biomedical and Life Sciences Division since 1994, where she has again held various positions namely government relations chair, public relations chair, international relations chair, professional development chair, program planner, chair-elect, fundraising chair, chair and past chair. Janet also served on the association-wide Emergency Preparedness and Recovery Council for 2008 and 2009, as well as the H.W. Wilson Award Committee. She currently is the Manager of the Scientific Library at Daiichi Sankyo. Nominators noted her energy, leadership, insight and zeal for our profession.

Lastly, the PHT Division awarded a $1500 stipend to cover expenses to attend the SLA Annual Meeting. This award was granted to June Avila, Information Specialist at MaRS Discovery District in Toronto, Ontario, Canada. June submitted an essay in response to the question “What is the “killer app” that will displace libraries and/or librarians? What is the “killer app” that libraries/librarians should embrace to ensure long-term success?” Read her essay on the PHT Division Blog. She also wrote a report of her experience at the SLA Annual Meeting, which can be found in this issue of CapLits.

Thank you to all of the Division members who submitted a nomination for these awards!

Margaret Basket
Past Chair & Award Committee Chair

After graduating with her MS in Information, Margaret Basket entered the Associate Fellowship program at the National Library of Medicine. With an interest in creating information tools for researchers, she elected to pursue a non-traditional path within the realm of medical librarianship. Margaret worked as a Technical Product Manager at Knovel before joining QUOSA as a Customer Relationship Manager. At QUOSA, she enjoys the daily reward of helping many PHTD members meet their goals using QUOSA products. In her spare time, Margaret enjoys being crafty (knitting, creating beaded jewelry), exploring Wisconsin, the occasional yoga class, and biking. As she lives in Wisconsin where it’s been an epic year for football, she cheers for the Badgers and the Packers.

Members in the News:

Rya Ben-Shir & Alexander Feng. Reevaluating the role of the research librarian. Bio-ITWorld Magazine, September-October 2011. [Andrew Clark, Praveena Raman, Bob Kowalski and Susan Zalenski also contributed to this article.]

Reprints Desk: With support from Reprints Desk customers and partners, we are excited to announce that we have established our first library together in Bardiya, Nepal. The library has been made possible through proceeds from document delivery and reprints orders, Reprints Desk’s contributions and the work of Room to Read. We’ve posted details on this exciting development here: http://info.reprintsdesk.com/The-Article-Blog/bid/60665/Building-Libraries-One-Article-at-a-Time
This year SLA lost a wonderful friend and sponsor, Bullitt Darlington, to cancer. Bullitt was hard to miss. He was tall, and his cowboy boots, jeans, black hat, and ready smile were easy to spot in a crowd at SLA annual and division meetings. Bullitt had been in sales. He was good at sales, but it didn’t stop him getting laid off a number of years ago. Maybe that’s why he had a soft place for those of us “between jobs”. His daughters talked him into starting a business: buying and reselling used books. So, Bullitt and his wife, Carol, started “We Buy Books”, a company which purchases science and technical books when a library is being downsized or dismantled altogether. Bullitt became the front man for this business.

He would see us in difficult times, and in good times. In the process, Bullitt also joined SLA and became well-known in his own Philadelphia Chapter, and in a number of divisions: PHTD, DChem, DFAN, DSolo, and in the Independent Patent Information Users Group (PIUG). Tony Trippe’s insightful remembrance of Bullitt is on his PIUG blog.

Bullitt was genuine. An honest man, a man of integrity, yet humble. How could we know that, especially after meeting him only once or twice? One just knew.

He did not talk about himself much. We learned a little about his family, about Carol, and his daughters, and his dogs and how much he cared for them. He never talked about his own health.

Bullitt supported the PHT division with advertisements and placements for CapLits, and he supported other divisions as well, not only because it made good business sense, but because he was optimistic about our profession.

The reason I named my remembrance “Hail and Farewell” is that it is offered to commend a leaving and a momentous organization change. It honors those who have departed a unit, to thank them for their service. It welcomes those joining, introducing them to the special history and traditions of their new organization. This celebration builds organizational camaraderie and esprit de corps. It supports a sense of continuity through change. While we mourn Bullitt’s passing, we also welcome Carol Darlington in her new role. She assures me that We Buy Books is “in full operation.” They welcome our business, and hope to continue and expand what Bullitt so ably started.

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Info Resources for Regional Pharmaceutical Market Assessment & Product Intelligence

Bonnie Snow & Barbara Gilmore-Halliwell – CE Course

“An archeological dig” is the fitting analogy applied by Barbara Gilmore-Halliwell to the search for regional pharmaceutical market information in a complex global environment. Fortunately, Bonnie Snow and Barbara were able to supply attendees with the guidance, map, and tools necessary to begin digging. This one-day course presented world and industry trends signaling market opportunities; information resources for use in researching drug products in specific countries; assessment of pipeline and clinical trial databases; and discussion of factors to be considered in evaluating emerging markets.

An overview of trends affecting pharmaceutical markets was discussed with an accompanying array of graphs depicting demographics and industry statistics. Of particular note is the factor of aging populations in the U.S. and globally, as well as economic changes and the breaking down of some traditional barriers to market expansion, all of which may provide additional opportunities for the pharma industry. Additionally, trends within the industry were outlined such as patent expiries, rising R&D costs and accelerated shift in generic spend.

A general road-map for researching national or regional market conditions was drawn, beginning with the examination of epidemiologic data, products in use, and prospective competitors. Of primary importance in the analysis of any regional market is an understanding of the regulatory environment. Regulatory agencies are the backbone of emerging markets, and it is critical to understand the requirements in other countries.

In evaluating European drug product information, it is important to understand the drug approval process in the European Union, and the four possible registration procedures were presented in detail. The European Medicines Agency and EudraPharm (http://eudrapharm.eu), for instance, were some of the sites suggested as sources of European drug registration information. Several websites were explored in some depth with very good tips for finding certain details and differentiating characteristics pointed out, proving once again that not all information can be obtained from any one single source.

Resources for drugs in development were presented, with a review of pipeline database pros and cons, and an examination of Drugs@FDA.gov. While a good, free source of information, this site has some limitations such as no capabilities for searching by indication or company name, and it should be remembered that it omits products exempt from pre-marketing review for safety/efficacy by FDA CDER. For instance, Biologic License Applications (BLAs) are approved by the CBER and are not included.

Interesting facts and figures were revealed in an overview of the expanding generic and biosimilars markets, including guidelines and specific nomenclature. This segment becomes of obvious importance when it is noted that $17.8 billion in brand drugs will come off-patent from 2016-2020. Sources of information needed for generic drug business intelligence were reviewed, consisting of both subscription products and free sources such as the Orange Book.

Finally, a very good emerging market overview was given along with sources of information for specific country governmental and regulatory agencies. We should be aware that healthcare reform is occurring not only in the U.S., but also in countries around the world, and it was suggested that good supplemental information can be obtained from publications such as The Economist. In doing research, an emphasis should be placed on country-specific regulations. Think local, local, local!

Again, it seems safe to conclude that no one database or resource can provide all the pieces of information needed to complete a full assessment, and using multiple sources will result in the most thorough analysis. The specialized tools and sources and the knowledgeable tips given in this course can provide an excellent site map for search initiation. As with any archeological or informational exploration, digging needs to be done carefully and comprehensively.

Janet Fields
Shire

Social Media in Pharma

John Mack

Social media is increasingly being used by pharmaceutical companies and other life science corporations, which brings with it increasing regulation. In this session John Mack delivered a captivating presentation on how social media is being used within the pharmaceutical industry, where this trend is going and the impact that these tools will have on both patients and life science companies. Starting with an overview of his social media time line the first example that John mentioned of social media being used in pharma was from 2006 when one global pharmaceutical company went live with a collaborative discussion board allowing consumers to ask questions and have online discussions with experts. From this year on John then humorously charted significant developments along the way to the present day, highlighting situations where the FDA has been involved because of breaches in regulation and the representation that he himself has made in trying to influence the FDA in bringing about change. As quoted by John in his presentation and sourced through: Dose of Digital Blog, as of May 2011 there are more than 70 pharmaceutical company related twitter accounts, 65 related Facebook sites, 38 YouTube Sites, 37 Brand-Sponsored Patient Communities & 10 Blogs (John Mack – known as Pharmaguy (@pharmaguy) who is the Publisher and Editor of Pharma Marketing News, an independent monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives.

Andrew Clark
UCB Pharma
The New Healthcare Law: a Potpourri of Alphabet Soup
Dr. Bill Trombetta, Professor of Healthcare and Pharmaceutical Strategy & Marketing, St. Joseph’s University, Philadelphia, PA

Bill’s original talk was going to be “Health Care Reform: How is it Affecting Life Science Companies and Consumers?” Following his original talk purpose, Bill said the main ways pharmaceutical companies can succeed are:
• differentiating their strategy
• differentiating their products
• entering low cost markets, such as HMO’s and emerging markets
• Strategic marketers should ask themselves:
  • What more can I do for my downstream customer?
  • How can I become so valuable to my customer that he cannot leave me?
  • How can I provide my customer sustainable competitive advantage?

In an era of ever-decreasing product differentiation, companies need to practice category captain management - i.e. become a true, legitimate business partner with their customers. In our industry this can be by helping our customers (physicians and hospitals) manage an entire therapeutic area/franchise through comprehensive service. This can be done by building customer intimacy through learning extensively about our customer’s business and the challenges he faces, and by promoting improved outcomes.

He cited some interesting examples of category captain management including:

**General Electric**

GE competes against Siemens, Toshiba and Phillips in medical equipment such as magnetic resonance imaging. Where it’s difficult to distinguish the physical product, GE shines by becoming a valued partner to hospitals by offering financial and consulting services, like its Six Sigma, to help them.

**McKesson**

McKesson practiced category captain management by helping Mom & Pop pharmacies display their goods (thereby reducing pharmacy labor costs), automate their inventories, collect and analyze market data, manage their shelving by analyzing product margin and turnover, develop group cooperative purchasing and advertising, and do store feasibility and site analyses.

**Pfizer**

Since Pfizer has a long history of never discounting their prices, it bargained with the State of Florida to get on its Medicaid preferred drug list not by discounting its prices but by reducing the healthcare costs of Florida’s Medicaid users by cutting emergency room visits and costs of poor healthcare behavior. It did this through health literacy training and monitoring patients with healthcare conditions before they became chronic.

**Kraft**

Although Kraft cheese is a commodity, Kraft became a category captain manager by helping grocery stores plan where to place products on their shelves to maximize returns.

Mergers and acquisitions help companies in the long-run only if the acquirer buys a company to build out its portfolio, as J&J has done.

Pharmaceuticals, oil and energy, and investment banking are the most profitable business sectors. They have achieved this by adding value.

Patents (intellectual property) allow sustainable competitive advantage.

He discussed ways REMS (Risk Evaluation Mitigation) is affecting marketing including:
• Compensating sales reps to sell fewer prescriptions for more targeted indications
• Co-promotions of drugs and diagnostics
• More transparent advertising
• Closer ties between reps and doctors and with patients to improve compliance

He cited an interesting case where REMS improved Pfizer Lipitor sales. After Pfizer used the REMS registry to track non-compliance, they contacted patients who were not filling their prescriptions. They were then able to translate a small improvement in compliance into a $20 million profit increase.

Bad medical care can actually be profitable. For example a life threatening asthma attack that causes hospitalization can cost $10,000. Preventing the asthma attack generates no profits.

Several studies about 10 years ago (including a RAND study) showed people in the U.S. were receiving the right care only about half the time.

Some primary drivers of rapidly increasing health care costs are:
• Basic inflation
• Shortage of workers
• New technologies
• Piecework/ala carte care – e.g. a patient with many comorbidities sees many specialists
• Aging
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Comparative effectiveness research might help curb some increases. Defined contribution plans which are self-directed health care plans could also help.

Then Bill discussed a number of different types of healthcare delivery organizations including medical homes, bundled pricing, narrow networks, accountable care organizations (ACO's), and Physician Hospital Organizations (PHO's). Because he is also an attorney specializing in anti-trust law who has helped a number of doctors form ACO's and PHO's, he told us about some of the dynamics and pitfalls involved when physicians try to organize themselves.

**Finding Drug Information Sources Online**

*Bonnie Snow*

As usual Bonnie Snow gave us an excellent presentation on “Finding Drug Information Sources Online.”

She focused on sources of drug information for European and U.S. drugs. For Europe, she compared the Centralized Procedure with Mutual Recognition and the Decentralized procedure for drug approval. Approval by the Centralized Procedure, which is mandatory for biotech and veterinary drugs designed to boost animal production, allows registration by the Committee for Human Use Medicinal Products (CHMP) of the European Medicines Agency (EMA) automatically grants approval through the EU. With the Mutual Recognition Procedure, the applicant can choose which national regulatory authority will review their drug and in which countries they will seek additional registration.

Bonnie compared the contents and access points for EudraPharm, the European Medicines Agency (EMA) web site and the MRI European Product Index for searching for drugs approved in the EU. When needing to search by therapeutic area, she advised searching EMA rather than EudraPharm. The EMA website has basis-of-approval documents (EPAR’s) only for drugs approved by the centralized procedure under the “Assessment history” tab. The MRI database has drugs approved under the mutual recognition procedure.

A few of the EU terminologies we are likely to encounter include:

<table>
<thead>
<tr>
<th>Terminology</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>EudraPharm</td>
<td>European Medicines Agency web site</td>
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<td>MRI European Product Index</td>
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<tr>
<td>EMA</td>
<td>European Medicines Agency</td>
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<td>CHMP</td>
<td>Committee for Human Use Medicinal Products</td>
</tr>
<tr>
<td>Mutual Recognition</td>
<td>Procedure for drug approval</td>
</tr>
<tr>
<td>Decentralized Procedure</td>
<td>Procedure for drug approval</td>
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Summary of Product Characteristics corresponds to our package insert; EPAR (or European Public Assessment Report) is analogous to our FDA Drug Review; Marketing Authorization Application is comparable to our New Drug Application; and essentially similar product is analogous to our generic drugs.

She also spoke briefly about the drug pipeline databases and the importance of linking indication with phase.

For marketed drugs in the U.S., she recommended Drugs@FDA, which lacks the ability to search by indication and which lacks some biologics, OTC’s, dietary supplements, veterinary and homeopathic drugs. She cautioned a major weakness of the Orange Book is the inability to search by indication. Also once a patent is expired, the patent record is removed from the Orange Book.

She spoke about the following clinical trial registries: ClinicalTrials.gov, WHO ICTRP (where it’s difficult to search by phase), and the new EU Clinical Trials Register (where registering at phase 1 is optional and where trial data can be in languages other than English). She mentioned the presence of a clinical trial in a country might indicate the sponsor intends to market their drug there.

**Travel Award Winner June Avila’s Experience at SLA**

The SLA conference was my fourth conference in six weeks. My worries about being conference-weary melted away as I soon realized I had saved the best for last. What a convenient one-stop-shop for all things information! I was truly impressed by the variety and quality of the speakers and presentations.

And of course, the best part was the people I met. Where else could I have met a librarian who publishes romance novels on the side for fun or talk to someone from a major potato chip company about the weird and wacky flavors around the world? I remember a presentation in library school where a guest speaker said that our degree was a passport that would open up many different kinds of job opportunities. After attending SLA I am convinced that this is true and am excited for the future of the knowledge profession.

After working for three years as an information specialist I also found the conference to be a wake-up call to not be complacent in our jobs. Thomas Friedman said in his keynote that average is officially over. It is no longer enough to just do the job, we must continually re-invent it. I was pleased to see that information professionals are doing exactly this, transforming traditional library services and extending their skills to fields such as knowledge management, competitive intelligence and information architecture.

Mr. Friedman warned that in a time when computers trump humans at answering trivia, only non-routine work will be safe from automation or outsourcing. We have witnessed this in the knowledge profession, as outsourcing has increasingly become an attractive cost-cutting option when budgets are tight. In order to be future-ready as a profession, we must be better than the competition, providing non-routine value that cannot be automated. We can do new work in new ways.

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The central theme of a presentation on innovation was that anyone is perfectly capable of innovation. One example I loved was a librarian turning a terrace adjoining her library into a green roof. What a fantastic way to re-invent her job!

At Mary Ellen Bates’ presentation on creating client love she pointed out that as information professionals we begin to add value after the research is finished, urging that we need to get beyond the “providing the source” mentality. She suggested that clients should be able to take direct action based on the information we provide, without needing to manipulate it further. This sounds obvious, but it made me realize how often in my own work I have tried to provide information without judgment. Computers still can’t offer insights. We can, and this is how we add value.

I am enormously grateful to the PHT division for awarding me the 2011 travel award. I left with my head exploding with valuable information, inspired by the interesting people I met and awed by the many possibilities information skills can provide.

June Avila
Information Specialist
MaRS Discovery District in Toronto, Ontario, Canada

June’s application essay can be found here:
http://units.sla.org/division/dpht/resources/PHT%20June%20Avila.pdf
First Timer Reflections on SLA 2011: A Letter From England

Dear Colleagues,

I wanted to write to share with you all the experience of my first SLA conference. I was one of four lucky Early Career Conference Award winners (ECCAs), an award which covered the costs of attending conference, in addition to one year’s SLA membership. It was a joint initiative co-sponsored by SLA Europe and, at a Divisional level, in my case, PH&T.

I graduated from Library school in 2009 with an MA in library and information studies. My first professional post was at King’s College (London), where I worked in information retrieval, primarily in the field of Public Health, although also in Education, Social Care and, as an interesting non-sequitur, Terrorism. Last year, I re-located to Devon and to a job at the University of Exeter, working on the informatics in Health Technology Assessment.

The ECCA award is open to any information professional within five years of graduating a library-based degree. It covers the cost of one year’s SLA membership, conference registration, travel to and from the conference, and lodging whilst at conference. It is both generous and kind.

Winners also benefit from peer mentorship which is provided at both a divisional and local level, as well as more informally from the rest of the board and, to be honest, any member of the SLA.

Four ECCAs are normally awarded, with other divisions co-sponsoring the award.

I found out that I had won the award on a Wednesday morning and, in short order, was promptly booked onto a plane and had e-met my fellow winners. We all assembled, a month later, for the trip across from London to Philadelphia.

We arrived late on the Saturday evening and were met by the board of SLA Europe. Introductions were made.

The following day, the conference began. I had expected it to be large but not, as it was, enormous. The size of the exhibition hall alone was quite overwhelming, as was the capacity at the opening sessions and the Sunday night open houses.

My formal conference experience began with the first timers’ meet and greet. This was slightly unnerving as the English are not typically an out-going sort and ‘networking’ has long needed as a forum for well-contained embarrassment. Whilst I cannot speak for the people I spoke at, I felt that this was an ill-founded concern. People, both directly in this session and elsewhere at conference, went out of their way to meet and talk to me. It was quite disarming and wonderfully reassuring.

On Monday, I had the pleasure of the divisional breakfast. It was particularly good to meet Alex Feng and Sue Gleckner, having really only virtually met, but also to meet other divisional members. This was a place not only for breakfast but also informal conversations in the line of; ‘have you thought of’ or ‘do you know’ – the links made, and people met, were wonderful. This, to me, was one of the stand-out points of my experience and the award. An award being focused on the early career aspect is a tacit admission that I am in the infancy of topical learning. The award recognizes that, I think/hope, I am progressing. The links and discussions made, within the context of the award, and the award coming as it does in the early career, are perfectly pitched to learn from more experienced SLA members. The overall friendliness of SLA members, whatever their professional role or rank within the conference, was a real experience in and of itself.

The rest of the conference was spent at sessions, as well as trying to unpick the problems posed by five good sessions being simultaneously timed. The answer, as it turns out, was Twitter. There was always someone else tweeting from the other sessions which I had not been able to go to.

As to the sessions, Bonnie Snow’s talk was a perfect blend of re-enforcing knowledge and also expanding new ideas. It was a great session. There were also the various open houses and meeting and chatting with the vendors, in particular, the people at OVID. My only foible was that the time elapsed too quickly. It was over before it had begun.

I think it was Virginia Woolf who made the point about needing a room of one’s own in which to work. This is certainly true but also, more often than not, the real life experience of the information profession. Much of my work has been in isolation from other information professionals, although I have worked with wonderful reviewers and clients, so the multifarious components of the SLA conference and the ECCA brought out the wider information world and its people: and I am very grateful for that.

I am very genuinely indebted to PHTD and SLA Europe for making this award possible.

Yours,

Christopher Cooper
Information Specialist, PenTAG
University of Exeter
Veysey Building, Salmon Pool Lane, Exeter, Devon
To stay ahead of the tremendous rate of healthcare and medical research output today, users need one complete search and discovery management solution they can trust—OvidSP.

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- **Additional Interface Display Enhancements**
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Information Quality of Life

Today’s knowledge workers, in some important ways, are experiencing a declining information quality of life – their environment for consuming information is not optimized for the best outcome. Outsell’s latest research shows that users are sorely pressed for time and are spending less of it on external information. At the same time, they are experiencing information overload alongside a declining perception that they are getting all the information they need. Spurred by consumer technology, they are embracing an increasingly broad array of mobile devices, are search-engine dependent, and are vastly more socially networked than they were just a few years ago.

Nearly half (47%) of respondents to our 2011 annual Information Markets and Users Study cite insufficient time as an obstacle to getting information (Figure 1). Although time isn’t an information issue per se, this finding suggests that given all their responsibilities, knowledge workers are unable to invest the necessary time to search for information. Just under a third (30%) of respondents identifies too much information to sort through as a barrier to needed information; equally problematic are lack of staff support (to search on users’ behalf) and insufficient budget. Each of these perceptions has increased enormously since two years ago.

(See Figure 1: Obstacles to getting information, 2008 vs. 2011)

Diving a bit more deeply into the issue of information and time, our research shows a steady decline in the number of hours knowledge workers commit to information-related tasks since 2005 (Figure 2). End-users today spend nearly two hours less per week on external information than they did in 2005. Most of the decline comes from the amount of time they spend looking for information, which is 24% less in 2011 than it was in 2005. Workflow delivery of content, improved search, and better portal design may be driving down the time needed to find information. However, the extreme rise in perceived obstacles to getting information suggests that users would likely spend more time, not less, in order to surmount these increased barriers to information. Perhaps the reality is that users are spending less time looking for information because they simply have less time to devote to it. Certainly, with over eight million lost jobs in the US economy today, workers are required more than ever to do more with less. Out of time and with less help, knowledge workers seeking information for their jobs may be stopping at the “good enough” point or just simply stopping.

(See Figure 2: Time spent on information tasks, 2005 vs. 2008 vs. 2011)

These findings suggest an opportunity for information professionals. Now, more than ever, workflow delivery, customized content push, automatic and targeted content deployment, and improvements in search and find are all strategies for information managers to consider for improving overburdened users’ information quality of life. These approaches reduce time to information by supporting end-users through invisible intermediation (i.e., workflow delivery and customized push) and delivering better, more relevant retrieval.

Interestingly, these information quality of life issues appear to be related to users’ ages. Figure 3 shows that time as a barrier to information is significantly more prevalent among users aged 31 and over and that the oldest knowledge workers aged

(“Information” continued on page 22)
Drug Patent Watch provides comprehensive details on FDA approved drugs, developers and patents. Search through our array of databases and easily find information on drug patents and their expirations, sales figures, trends in patent expirations and top patent holders.

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For information on how Drug Patent Watch can give you the competitive edge you need, visit www.DrugPatentWatch.com or contact us at info@DrugPatentWatch.com.
PHTD Discussion List Highlights

Since our last issue, the division has faced challenges, loss and success. The medical devices and diagnostics section of the division officially launched, specifically limited to this specialized niche. You can participate in discussions related to these topics in the separate division Discussion List moderated by Peggy Burnett, at sla-med@sla.lyris.net By the time you are reading this, the new Board members election results will have been announced and the association activities will be in full swing with Fall activities and planning for our Spring Meeting. Be a professional Advocate; Get involved!

I welcome our newest PHTD-List subscribers! We have maintained a relatively constant number of current subscribers over the past 5 months (519 as of 9/26/2011)

Number of Posts: 147 (Including new position postings, webinar, annual meeting, Association & Division Announcements and most recently, Election posts; July-Aug. continue to be “light months”).

To post to the PHT-D discussions, e-mail SLA-DPHT@sla.lyris.net

Thank you for continuing to connect with your peers through this forum. I was particularly glad to see the value of the List following the news of Bullitt Darlington’s passing, forwarded from the Solo division List by Alex Feng (see 9/1/11 posts). His family was genuinely touched by all the memories that were shared throughout, providing us an outlet and the opportunity to participate in a small tribute to his many contributions to our division, over the years.

Discussion Point Summary:

Some of our most challenging research areas continue to be obtaining statistics within markets and indications, pricing and sales/outsourcing data.

A recent post from Karin Rausert, L.E.K. Consulting, Chicago, IL for a source for pharmaceutical sales force data in Russia (BRIC countries) was supplied with the following recommendation:

Regarding the Russian market: two market research companies are often quoted/mentioned in Russian-language sources (as well as in some materials in English):

Cegedim Strategic Data


Over the past 5 months, there have been a number of postings which received no response. But this is potentially deceiving, as many times responses are sent directly to the requester. Likewise, sometimes you look for answers from your colleagues, in the way of resource guidance and do not receive an overwhelming number of responses. Try putting these additional tools to work for you:

Search the LIST-archive http://sla.lyris.net/read/login/

Cross-Post to multiple Discussion Lists, which include members with the expertise you seek

Contact the SLA-member vendors of products you are referred to, especially those with which you are unfamiliar or require an update/training.

Use the SLA Directory, LinkedIn network or pull out your rolodex with all the business cards you’ve collected at conferences, to actively target potential experts.

And, if you receive valuable answers to questions you post on the List, please take a moment to summarize these on the List, so we can all learn together.

Netiquette Best Practices Reminder

Maintain a professional attitude with all posts on the List. Refer to resources that genuinely fit the need of a question posted, but Do NOT use the List as a forum to shamelessly promote your product line. New Development roll-out Announcements are great, but advertising is not. This will allow the Discussion to remain a professional resource to which our members turn to in need, and read to maintain currency, yet not become diluted with a Spam-like quality. Thanks so much for your readership and participation! To read more, see the Discussion List Information page, http://units.sla.org/division/dpht/resources/discussion.shtml or contact Julia directly.

Julia Parker
Discussion List Admin, PHTD
Comments/Questions? – biosleuth@gmail.com

Julia is currently working as an independent research professional after working 20+ years in the biopharmaceutical/technology sector, originally on the bench, and later as an information professional within both corporate and non-profit R&D organizations including Amgen, Chiron, The Biomembrane Institute and SRI International. With Biosleuth Consulting Services, LLC on her shingle, she conducts research of scientific, medical, business and patent information and provides on-call reference services. She has a BS in Microbiology, MS in pathophysiology and an MLIS. Originally from the Midwest, she resides in the greater Seattle area with her husband and 3 cats.
devices and multiple forms of communication (such as e-mail, texting, and instant messaging) have a different sense of what constitutes a productive content environment than their more senior colleagues. Employees of different ages are also at different levels of their careers, with younger employees in more junior roles and older cohorts more likely faced with greater management and leadership responsibilities, impacting in different ways their perspectives on information. Additionally, new entrants into the workplace are accustomed to academic information environments that may have set certain expectations for content availability and costs – for instance, unlimited access to databases or full-text articles – which may not be available in their new organizations. IM functions will want to plan for the future with these users in mind while optimizing information quality of life for the current mix of enterprise clients.

Figure 3: Obstacles to getting information: age-related differences

46 and up) are notably more likely to perceive the amount of information to sort through as a problem. The youngest group of users (aged 18-30), on the other hand, cites the lack of full-text information as a barrier significantly more than do their older colleagues.

(See Figure 3: Obstacles to getting information: age-related differences)

It is worth information managers’ time to consider divergent age-related needs and expectations among their user groups. It is likely that younger users, having grown up with mobile
Information and Collaboration.
(not to mention adoration)

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